

*K. C. R. /*  
*File*

MARCH 8,

1965

JANUARY JULY

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# fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                            | <u>GIVEN BY</u>                           | <u>WHERE</u>                                  |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------------|
| <u>WEEK ENDING FRIDAY, MARCH 5, 1965</u>      |                                                                                                                                                                                                                                                                                                                   |                                           |                                               |
| Thursday<br>March 4<br>12:00 Noon<br>Luncheon | PREVIEW: FALL '65<br>SPORTSWEAR COLLECTION<br>By invitation. Commentator and Publicity: Phyllis Youngheart, PL.1-0752.<br>Continuous daily thereafter at showroom. Contact: BR. 9-9400.                                                                                                                           | DARLENE KNITWEAR, INC.<br>(1407 BROADWAY) | SAVOY-PLAZA HOTEL<br>GOLD ROOM                |
| Thursday<br>March 4<br>3:00 P.M.              | LECTURE: "ART, FASHION<br>AND HISTORY"<br>An illustrated lecture on "Art, Fashion, and History" by Mr. James Laver, Curator-Emeritus of the Victoria & Albert Museum in London; also winner of the Neiman Marcus fashion award in 1962. Admission free. For reservations contact: Miss Kay, LA. 4-1300, Ext. 264. | JAMES LAVER                               | FASHION INST.OF TECH.<br>227 WEST 27TH STREET |
| Thursday<br>March 4<br>5:30 P.M.              | SPECIAL LECTURE ON<br>EUROPEAN COLLECTIONS<br>"A Report on the European Fashion Openings"--Bill Cunningham will give his impressions of the Italian, French, and Spanish collections. Tickets: \$2.50. Contact: Carnegie Hall Box Office, 7th Ave.& 57th St., CI. 7-7459.                                         | BILL CUNNINGHAM                           | CARNEGIE HALL<br>RECITAL HALL                 |
| Thursday<br>March 4-<br>March 30              | EARLY FALL PETITE<br>COLLECTION<br>Early Fall custom-size petites for selling in stores, June and July. By appointment. After March 30, daily continuous showings. Contact: George Rappaport, CH. 4-3558.                                                                                                         | PETTI 4'S                                 | 498 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR   |
| Thursday<br>March 4                           | SHOWING: FALL<br>KNITWEAR FASHIONS<br>Daily informal showings of knitwear collection, designed by Mirsa for Mallory. Contact: Lois Lapper, WI. 7-4406.                                                                                                                                                            | MIRSA FOR MALLORY                         | 1410 BROADWAY<br>SHOWROOM - 17TH FLOOR        |
| Beginning<br>Thursday<br>March 4              | SHOWING: FALL<br>SPORTSWEAR COLLECTION<br>Continuous daily showings of Fall sportswear collection for 1965. Contact: Mrs. M. Roseman, BR. 9-2910.                                                                                                                                                                 | PREMIER KNITTING CO.                      | 1410 BROADWAY<br>SHOWROOM - 16TH FLOOR        |
| March 5                                       | ALTMAN RELEASE DATE--Italian shoes. (Preview, March 3)                                                                                                                                                                                                                                                            |                                           |                                               |
| Friday<br>March 5<br>10:30 A.M.<br>Breakfast  | PREVIEW: "YOUNG INTER-<br>NATIONAL" FASHIONS<br>Press preview of Spring "Young International" fashions. By invitation.<br>(For Release, Mon., March 8.) Publicity: Margot Infantino, LO. 4-3300.                                                                                                                  | GIMBELS                                   | 3RD FLOOR<br>SPECIALTY CORNER                 |
| Friday<br>March 5<br>12:30 P.M.<br>Luncheon   | PRESS PREVIEW OF<br>EUROPEAN FASHIONS<br>Altman's will invite the press to preview their ready-to-wear fashions from England, France, and Italy. By invitation. (For Release, Thurs., March 11.)<br>Publicity: Kay Robinson, OR. 9-7800.                                                                          | B. ALTMAN & COMPANY                       | 9TH FLOOR<br>CONFERENCE ROOM                  |

| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                     | <u>GIVEN BY</u>                          | <u>WHERE</u>                                 |
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| Friday<br>March 5<br>8:00 P.M.<br>Dinner     | ANNUAL DINNER-<br>DANCE<br>"An Ad-Venture in Spain"--annual dinner-dance. Price: \$18.50, per person.<br>Contact: Advertising Women, Hotel Commodore, Suite 570, MU. 6-7434.                                                                                                                                                                                               | ADVERTISING WOMEN<br>OF NEW YORK, INC.   | WALDORF-ASTORIA<br>BALLROOM                  |
| March 6                                      | NATIONAL SHOE FAIR IN BOSTON (March 6-9). Contact: MU. 2-8705.                                                                                                                                                                                                                                                                                                             |                                          |                                              |
| Saturday<br>March 6-<br>March 14             | N.Y. COLISEUM<br>ANTIQUES FAIR<br>A comprehensive sampling of past centuries' fashions and home furnishings, displayed by more than 140 dealers in American, European, and Oriental antiques. Hours: 1:00-11:00 P.M.; Sundays, 2:00-7:00 P.M. Admission: \$2.00. Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.                                                 | WESTCHESTER<br>ENTERPRISES               | N.Y. COLISEUM<br>COLUMBUS CIRCLE             |
| Saturday<br>March 6-<br>March 16             | FORTY-EIGHTH ANNUAL<br>INT'L FLOWER SHOW<br>Theme: "atios--Nature's Living Rooms," illustrating how to use available space for greatest outdoor living enjoyment. Hours: March 6-7, 2:00 - 10:00 P.M.; March 8-13, 10:00-10:00 P.M.; March 14, 1:00-7:00 P.M. Admission: Adults, \$2.50; Children, \$1.00. Contact: E.M. Freystadt Assoc., 271 Madison Avenue, LE. 2-5960. | N.Y. HORTICULTURAL<br>SOCIETY            | N.Y. COLISEUM<br>COLUMBUS CIRCLE             |
| <u>WEEK BEGINNING MONDAY, MARCH 8, 1965</u>  |                                                                                                                                                                                                                                                                                                                                                                            |                                          |                                              |
| March 8                                      | GIMBELS RELEASE--"Young International" fashions. (Preview, March 5--Pg. 1)                                                                                                                                                                                                                                                                                                 |                                          |                                              |
| Monday<br>March 8<br>12:00 Noon<br>Luncheon  | PRESS PREVIEW OF<br>IMPORT FASHIONS<br>Macy's will present their import collection to the press. By invitation. (For Release, Tues., March 9.) Publicity: Margery Rubin, OX. 5-4400.                                                                                                                                                                                       | MACY'S NEW YORK                          | 13TH FLOOR<br>EXECUTIVE DINING ROOM          |
| Monday<br>March 8<br>5:30 P.M.<br>Cocktails  | PRESS PREVIEW OF<br>FASHIONS BY PERTEGAZ<br>Lord & Taylor will invite the press to preview fashions, designed by Pertegaz. By invitation. Contact: Jeri Savidge, WI. 7-3300.                                                                                                                                                                                               | LORD & TAYLOR                            | 5TH FLOOR                                    |
| Beginning<br>Monday<br>March 8               | FALL-HOLIDAY<br>FABRIC SWATCHES<br>Fall-Holiday collection of fabric swatches from leading weavers and knitters featuring Metlon's metallic yarns. By appointment. Contact: Arlene Friedlander, MU. 3-5962.                                                                                                                                                                | METLON CORPORATION                       | 432 PARK AVENUE SO.<br>SHOWROOM - 10TH FLOOR |
| Monday<br>March 8-<br>March 13               | SIXTY-SECOND ANNUAL<br>AMERICAN TOY FAIR<br>About 1000 exhibitors will show at the 1965 Toy Fair. (Press conference, March 8 at 10:30 A.M., by invitation, Overseas Press Club.) Contact: Frank Gavitt, CH. 3-8508.                                                                                                                                                        | TOY MANUFACTURERS<br>OF THE U.S.A., INC. | HOTEL NEW YORKER &<br>200 FIFTH AVENUE       |
| Tuesday<br>March 9<br>8:30 A.M.<br>Breakfast | SPECIAL SHOWING OF<br>INTERNATIONAL FASHIONS<br>Presentation of Celanese International Couture fashions. Show at 9:15. By invitation. (Note Change of Place and Time.) Contact: Sheila Hultkrans, TN. 7-2000, Ext. 2221.                                                                                                                                                   | CELANESE CORPORATION<br>OF AMERICA       | HOTEL PLAZA<br>TERRACE ROOM                  |

| DATE                                              | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                               | GIVEN BY                                         | WHERE                                       |
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| Tuesday<br>March 9<br>11:30 A.M.                  | PRESS PREVIEW OF<br>IMPORT COLLECTION<br>Spring import collection will be previewed by the press. By invitation.<br>(For Release, Wed., March 10.)                                                                                                                                                                                                                            | BERGDORF GOODMAN                                 | 2ND FLOOR<br>SALON                          |
| Tuesday<br>March 9<br>2:30 P.M.;<br>4:00 P.M.     | SPRING-SUMMER CUSTOM-<br>ORDER COLLECTION<br>Two showings of Spring-Summer custom-order fashions; also made in Paris<br>ready-to-wear boutique collection. By invitation. Publicity: Jan Taylor,<br>219 East 69th Street, TR. 9-8965.                                                                                                                                         | MARIANNE SPOTTISWOODE                            | 33 EAST 68TH STREET                         |
| Wednesday<br>March 10<br>9:00 A.M.&<br>12:00 Noon | IMPORT FASHIONS:<br>BREAKFAST & LUNCHEON<br>The Import Committee of The Fashion Group will present the Rueopean import<br>collection for Spring 1965. Report and commentary by: Patricia Peterson,<br>Fashion Editor--"N.Y. Times." Prices: Breakfast--\$8.00, members; \$15.00,<br>guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.                 | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | N.Y. HILTON HOTEL<br>BALLROOM               |
| Wednesday<br>March 10<br>10:30 A.M.<br>Breakfast  | PREVIEW: REFRIGERATORS<br>BY KELVINATOR<br>"New Design Look"--for the press, by invitation. (For Release, Fri.,<br>March 12.) Publicity: Margot Infantino, LO. 4-3300.                                                                                                                                                                                                        | GIMBELS                                          | 8TH FLOOR                                   |
| Wednesday<br>March 10<br>12:30 P.M.<br>Luncheon   | SHOWING OF FASHIONS<br>DURING LUNCHEON<br>"Easter in New York"--showing of Rembrandt fashions, designed by Ole Borden.<br>Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI.6-9171.                                                                                                                                                                       | REMBRANDT<br>(498 SEVENTH AVENUE)                | BARBETTA RESTAURANT<br>321 WEST 46TH STREET |
| Wednesday<br>March 10<br>3:00 P.M.-<br>5:00 P.M.  | SPRING-SUMMER CUSTOM-<br>ORDER COLLECTION<br>Custom-order daytime to evening fashions, designed by Jorge Menendez. By<br>invitation. Thereafter at showroom, by appointment. Contact: AC. 2-6084.                                                                                                                                                                             | JORGE MENENDEZ<br>(444 CENTRAL PK.WEST)          | HOTEL PLAZA<br>CRYSTAL ROOM                 |
| March 11                                          | ALTMAN RELEASE--European fashions. (Preview, March 5--See Pg. 1)                                                                                                                                                                                                                                                                                                              |                                                  |                                             |
| Thursday<br>March 11<br>9:30 A.M.<br>Breakfast    | PRESS PREVIEW: "PRET<br>& PORTER" FASHIONS<br>Bonwit Teller will invite the press to preview "Pret a Porter" fashions by:<br>Pierre D'Alby, Marion Foale, Emmanuelle Khanh, Roger Nelson, Queisser,<br>Michel Rozier, Maggie Shepherd, Sally Tuffin, V. de V. By invitation.<br>(Note Change Of Date.) (For Release, Fri., March 12.) Publicity: Carolyn<br>Saks, EL. 5-6800. | BONWIT TELLER                                    | 8TH FLOOR                                   |
| Thursday<br>March 11<br>4:00 P.M.<br>Champagne    | PRESS PREVIEW: CUSTOM-<br>ORDER COLLECTION<br>Dick Webster will present his Spring-Summer daytime to evening custom-<br>order collection. By invitation. Thereafter showings by appointment.<br>Contact: Betty Clements at Jan Taylor, TR. 9-8965.                                                                                                                            | DICK WEBSTER                                     | 45 WEST 56TH STREET<br>SAION - 4TH FLOOR    |
| March 12                                          | GIMBELS RELEASE--Refrigerators by Kelvinator.(Preview, March 10--See Above)                                                                                                                                                                                                                                                                                                   |                                                  |                                             |
| Friday<br>March 12<br>10:30 A.M.<br>Breakfast     | PREVIEW OF IMPORTS<br>AND REPRODUCTIONS<br>Press preview of imports and reproductions. By invitation. (For Release,<br>Mon., March 15.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.                                                                                                                                                                                           | ALEXANDER'S                                      | 500 CLUB<br>500 SEVENTH AVENUE              |

| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                    | <u>GIVEN BY</u>               | <u>WHERE</u>                                |
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| Friday<br>March 12<br>12:00 Noon                | SPRING-SUMMER PREVIEW<br>BY TWO DESIGNERS<br>Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A.<br>By invitation. ( <u>For Release, Wed., March 17.</u> )<br>PL. 3-7300.                                                                                                                               | BERGDORF GOODMAN              | 4TH FLOOR                                   |
| March 15                                        | ALEXANDER'S RELEASE--Imports and reproductions. (Preview, March 12--Pg.3)                                                                                                                                                                                                                                                 |                               |                                             |
| Monday<br>March 15<br>9:30 A.M.<br>Breakfast    | PREVIEW: IMPORTS<br>AND REPRODUCTIONS<br>Ohrbach's will preview their collection of French, Italian imports and re-<br>productions. For the press, by invitation only. ( <u>Note Change Of Date.</u> )<br>( <u>For Release, Tues., March 16.</u> )<br>Publicity: Mark Klauser, OX. 5-4000.                                | OHRBACH'S                     | 5TH FLOOR                                   |
| Monday<br>March 15<br>12:00 Noon<br>Luncheon    | SHOWING: MID-SUMMER<br>"MAGIC" FASHIONS<br>"The Ideas Of March"--Adele Simpson's Mid-Summer collection. Showing at<br>12:00 Noon followed by luncheon at 12:45 P.M. By invitation. Publicity:<br>Eleanor Lambert, MU. 8-2130. Contact: LA. 4-7626.                                                                        | ADELE SIMPSON, INC.           | 530 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR |
| Monday<br>March 15<br>12:15 P.M.;<br>5:45 P.M.  | CUSTOMER SHOWINGS<br>OF IMPORT FASHIONS<br>Showings of import fashions for customers at 12:15 and 5:45 P.M. Open to<br>public. Publicity: Margery Rubin, OX. 5-4400.                                                                                                                                                      | MACY'S NEW YORK               | 3RD FLOOR<br>BROADWAY BUILDING              |
| Tuesday<br>March 16<br>2:00 P.M.                | OPENING: EARLY FALL<br>COAT COLLECTION<br>Showing of early Fall coat collection, March 16, 18, 22, 24, 29 at 2:00.<br>By appointment. Contact: Miss Jaye, BR. 9-8987.                                                                                                                                                     | ORIGINALA                     | 512 SEVENTH AVENUE<br>SHOWROOM - 43RD FLOOR |
| Tuesday<br>March 16<br>3:00 P.M.-<br>4:30 P.M.  | "APRES LUNCH"<br>FASHION SHOW<br>Designs by Bill Blass: dresses for Maurice Rentner; swimsuits for Roxanne;<br>children's fashions for Celeste. Hats--Adolfo. Gloves--Kislav. Press by<br>invitation. Public by reservation: \$3.50; contact: EL. 5-2500. Coordinator<br>and Commentator: Phyllis Youngheart, PL. 1-0752. | DESIGNS BY<br>BILL BLASS      | DELMONICO'S<br>BALLROOM                     |
| Tuesday<br>March 16<br>4:00 P.M.<br>Cocktails   | PREVIEW OF<br>FALL KNITWEAR<br>Preview of Ricano's Fall knitwear collection, designed by Howard Lawrence.<br>For press and buyers, by invitation. Thereafter, daily informal showings<br>at showroom. Contact: Grace Reeves, LW. 4-9000.                                                                                  | RICANO<br>(1407 BROADWAY)     | 500 CLUB<br>500 SEVENTH AVENUE              |
| Wednesday<br>March 17<br>12:30 P.M.<br>Luncheon | SHOWING OF WOOL AND<br>LINEN KNITS AT LUNCHEON<br>Showing of wool and linen knits by Banff Ltd., for Martha West. Barbetta<br>Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.                                                                                                                       | BANFF LTD. FOR<br>MARTHA WEST | BARBETTA RESTAURANT<br>321 WEST 46TH STREET |
| March 17                                        | BERGDORF GOODMAN RELEASE--Curiel & Newman fashions. (Preview Mar.12--Above)                                                                                                                                                                                                                                               |                               |                                             |
| Beginning<br>Wednesday<br>March 17              | OPENING OF FALL<br>KNIT COLLECTION<br>Daily informal showings of Fall knit collection. Contact: WI. 7-8130.                                                                                                                                                                                                               | NANNETTE INTERNATIONAL        | 1410 BROADWAY<br>SHOWROOM - 24TH FLOOR      |
| March 18                                        | LORD & TAYLOR RELEASE--Parisienne fashions. (No Press Show)                                                                                                                                                                                                                                                               |                               |                                             |

| <u>DATE</u>                                                  | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                      | <u>GIVEN BY</u>                          | <u>WHERE</u>                                |
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| Thursday<br>March 18<br>12:00 Noon<br>Luncheon               | FASHION SHOW - CLINIC<br>AND LUNCHEON<br>Highlander will present their "School for Experts" seminar--preview of early Fall fashions; clinic for the care of suedes and leathers; a proto-type of clinic that will be conducted in 40 cities; a color-sound movie; a film-strip; and demonstrations. For buying offices and merchandisers, by invitation. Contact: Bob Fishbein, LW. 4-1510. | HIGHLANDER SPORTSWEAR<br>(1407 BROADWAY) | HOTEL ASTOR<br>VERSAILLES ROOM              |
| Thursday<br>March 18<br>12:30 P.M.<br>Luncheon               | IMPORTS AND COPIES<br>AT LUNCHEON SHOW<br>Alexander's will present a luncheon showing of import fashions, originals, and adaptations. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.                                                            | ALEXANDER'S                              | HOTEL PLAZA<br>TERRACE ROOM                 |
| Thursday<br>March 18<br>4:00 P.M.<br>Vernissage<br>Champagne | CUSTOM HATS & COUTURE<br>FOR SPRING-SUMMER '65<br>Mr. John's "Brilliant Toulouse-Lautrec Collection"--custom millinery, haute couture dresses, suits, furs, custom jewels, and accessories. For customers, by invitation only. Publicity: Joseph Mann, PL. 7-1966.                                                                                                                          | MR. JOHN                                 | 24 WEST 57TH STREET<br>SALON - 7TH FLOOR    |
| Thursday<br>March 18<br>5:45 P.M.                            | CUSTOMER SHOWINGS<br>OF IMPORTS<br>Open to public. <u>March 18--Newark at 12:45 P.M. has been cancelled.</u><br><u>March 19--Westbury at 12:45 P.M.</u> <u>March 23--Wilshire, for press at 9:00 A.M.</u><br><u>March 24--Wilshire, open to public at 11:30 A.M.</u> Publicity: Mark Klauser, OX. 5-4000.                                                                                   | OHRBACH'S                                | 5TH FLOOR                                   |
| March 19                                                     | MACY RELEASE DATE--American designer fashions. (No Press Show)                                                                                                                                                                                                                                                                                                                              |                                          |                                             |
| Sunday<br>March 21-<br>March 24                              | FIFTEENTH NATIONAL<br>PRESS WEEK IN DALLAS<br>Newspaper fashion editors and syndicate writers will be invited to see Summer showings by members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.                                                                                      | TEXAS FASHION<br>CREATORS ASS'N          | HOTEL SHERATON<br>DALLAS, TEXAS             |
| March 22                                                     | GIMBELS RELEASE--Children's Easter fashions. (No Press Show)                                                                                                                                                                                                                                                                                                                                |                                          |                                             |
| Monday<br>March 22<br>5:30 P.M.<br>Cocktails                 | SPANISH FASHIONS<br>BY RAPHAEL HERRERA<br>Bonwit Teller will invite the press to meet Raphael Herrera from the Madrid House of Herrera y Ollero. By invitation. ( <u>For Release, Tues., March 23.</u> ) Publicity: Carolyn Saks, EL. 5-6800.                                                                                                                                               | BONWIT TELLER                            | SHERATON-EAST HOTEL<br>TRIANON ROOM         |
| Beginning<br>Tuesday<br>March 23                             | OPENING: FALL<br>COUTURE KNITWEAR<br>Daily informal showings of Fall 1965 couture knitwear, designed by Lewis Claussen. By appointment. (Express elevator to 16th floor.) Contact: OX. 5-5730.                                                                                                                                                                                              | ABBOTT EAST                              | 498 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR |
| March 24                                                     | MACY'S IMPORT SHOW FOR CUSTOMERS IN NEW HAVEN, CONN., at 12:15 P.M.                                                                                                                                                                                                                                                                                                                         |                                          |                                             |
| March 24                                                     | ALEXANDER'S IMPORT SHOW FOR CUSTOMERS IN PARAMUS, N.J., 2:30 and 7:30 P.M.                                                                                                                                                                                                                                                                                                                  |                                          |                                             |

| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                 | <u>GIVEN BY</u>                                  | <u>WHERE</u>                                |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------|
| Wednesday<br>March 24<br>5:00 P.M.<br>Cocktails | PREVIEW: ELIZABETH<br>ARDEN'S NEW MAKE-UP<br>Elizabeth Arden and Bloomingdale's will invite the beauty editors for<br>cocktails to preview a new make-up. By invitation. ( <u>For Release, Fri.,<br/>March 26.</u> ) Publicity: Becky Cheney, PL. 3-3410.                                                                              | ELIZABETH ARDEN;<br>BLOOMINGDALE'S               | ST. REGIS HOTEL<br>LIBRARY SUITE            |
| Thursday<br>March 25<br>12:30 P.M.<br>Luncheon  | SPRING FASHIONS<br>AT LUNCHEON SHOW<br>Dresses and costumes, designed by Kasper for Joan Leslie, available at<br>Lord & Taylor. Press by invitation. Public by reservation: \$4.75;<br>contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commen-<br>tator: Mary Alice Rice, PL. 2-5726.                               | JOAN LESLIE<br>(530 SEVENTH AVENUE)              | HOTEL PLAZA<br>TERRACE ROOM                 |
| Thursday<br>March 25<br>4:00 P.M.<br>Cocktails  | PREVIEW: FALL 1965<br>KNITWEAR COLLECTION<br>Preview of Fall 1965 collection, introducing the "Plus" factor in knitwear.<br>By invitation. Continuous daily showings thereafter at showroom.<br>Contact: Kaye Gordon, CH. 4-4131.                                                                                                      | TANNEL<br>(1400 BROADWAY)                        | HAMPSHIRE HOUSE<br>THE COTTAGE              |
| March 26                                        | BLOOMINGDALE'S RELEASE--New Elizabeth Arden make-up. (Preview, March 24)                                                                                                                                                                                                                                                               |                                                  |                                             |
| Friday<br>March 26<br>9:15 A.M.<br>Breakfast    | PREVIEW: FALL '65<br>COAT COLLECTIONS<br>Preview of Fall 1965 car coats, ski jackets, all purpose outerwear for<br>misses, and juniors, designed by Christa Lange. Show at 9:45 promptly.<br>For press and buyers, by invitation. Contact: Gilda Rettig, OX. 5-4360.                                                                   | AMCO OF NORVELT;<br>O.R.F. JUNIORS               | HOLIDAY INN(440 W.57)<br>ROYAL BALLROOM     |
| Sunday<br>March 28-<br>April 1                  | SPRING AND SUMMER<br>SHOE FASHIONS<br>Showing of shoe fashions, sponsored by Nat'l Assn. of Shoe Chain stores;<br>New England Shoe and Leather Assn.; Nat'l Shoe Mfrs. Assn.; Nat'l Shoe<br>Retailers Assn. Special breakfast, Mon., March 29 at 8:00 A.M.; Hotel<br>Statler Hilton. Price: \$7.50. Contact: John Gibbons, LO. 3-5585. | NEW YORK<br>SHOE SHOW                            | HOTELS NEW YORKER &<br>SHERATON-ATLANTIC    |
| Monday<br>March 29<br>9:30 A.M.<br>Breakfast    | PREVIEW: MADEMOISELLE<br>ARLETTE FASHIONS<br>Sylvia Vartan, the French singer, will be present to meet the press at a<br>preview of Mademoiselle Arlette fashions. By invitation. ( <u>For Release,<br/>Tues., March 30.</u> ) Publicity: Carolyn Saks, EL. 5-6800.                                                                    | BONWIT TELLER                                    | 8TH FLOOR                                   |
| Beginning<br>Monday<br>March 29                 | OPENING OF FALL<br>JUNIOR KNITS<br>Daily informal showings of Fall junior knits, designed by Frank Adams.<br>Contact: LO. 4-1434.                                                                                                                                                                                                      | JUNIOR ACCENT                                    | 498 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR |
| Beginning<br>Tuesday<br>March 30                | OPENING OF TRANS-<br>SEASON COLLECTION<br>Continuous showings of Alamor's "Knit-wit" trans-season collection, design-<br>ed by Joan Sparks. Contact: LO. 4-4668.                                                                                                                                                                       | ALAMOR DRESS CORP.                               | 498 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR |
| April 1                                         | LORD & TAYLOR RELEASE--Givenchy fashions. (No Press Show)                                                                                                                                                                                                                                                                              |                                                  |                                             |
| Friday<br>April 2<br>12:00 Noon                 | FABRICS DIVISION<br>LUNCHEON MEETING<br>More details and prices in a later issue. Contact: CI. 7-3940.                                                                                                                                                                                                                                 | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | N.Y. HILTON HOTEL<br>BALLROOM               |

| <u>DATE</u>                                      | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                             | <u>GIVEN BY</u>                              | <u>WHERE</u>                             |
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| April 5                                          | MACY'S RELEASE DATE--Easter fashions for children. (No Press Show)                                                                                                                                                                                                                                                 |                                              |                                          |
| Monday<br>April 5<br>12:30 P.M.<br>Luncheon      | SPRING AND SUMMER<br>COTTON FASHION SHOW<br>Galey & Lord's Spring and Summer cottons by leading designers. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Publicity for Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726. | GALEY & LORD                                 | HOTEL PLAZA<br>TERRACE ROOM              |
| Saturday<br>April 10-<br>April 15                | SECOND ANNUAL WINTER<br>SPORTS TRADE SHOW<br>About 70 manufacturers and importers will exhibit at the Winter Sports Trade Show (Snow Show). Contact: Doris Taplinger, TR. 4-3030.                                                                                                                                  | SKI COUNCIL OF<br>AMERICA(10 W.33RD ST.)     | SHERATON-ATLANTIC<br>B'WAY & 34TH STREET |
| Tuesday<br>April 13<br>9:00 A.M.<br>Breakfast    | FALL SPORTSWEAR<br>AND SKI FASHIONS<br>Preview of White Stag's Fall sportswear and ski fashions. <u>Show at 9:30 A.M.</u> For press and buyers, by invitation. Contact: BR. 9-1972.                                                                                                                                | WHITE STAG MFG. CO.<br>(1407 BROADWAY)       | HOTEL PIERRE<br>BALLROOM                 |
| Wednesday<br>April 14<br>10:30 A.M.<br>Breakfast | "INTERNATIONAL" SPORTS-<br>WEAR COLLECTION<br>Preview for the press of "International" sportswear fashions. By invitation. ( <u>For Release, Fri., April 16.</u> ) Publ.: Margot Infantino, LO.4-3300.                                                                                                             | GIMBELS                                      | 3RD FLOOR<br>SPECIALTY CORNER            |
| April 16                                         | GOOD FRIDAY                                                                                                                                                                                                                                                                                                        |                                              |                                          |
| April 16                                         | GIMBELS RELEASE--"International" sportswear. (Preview, April 14--See Above)                                                                                                                                                                                                                                        |                                              |                                          |
| April 16                                         | PASSOVER BEGINS AT SUNDOWN (First day, Sat., April 17).                                                                                                                                                                                                                                                            |                                              |                                          |
| April 18                                         | EASTER SUNDAY                                                                                                                                                                                                                                                                                                      |                                              |                                          |
| Thursday<br>April 22<br>12:30 P.M.<br>Luncheon   | SPRING-SUMMER FASHIONS<br>DURING LUNCHEON<br>Showing of Spring-Summer fashions by Pattullo-Jo Copeland, available at Bonwit Teller. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.               | PATTULLO-JO COPELAND<br>(498 SEVENTH AVENUE) | HOTEL PLAZA<br>TERRACE ROOM              |
| April 26                                         | MACY'S RELEASE DATE--California fashions. (No Press Show)                                                                                                                                                                                                                                                          |                                              |                                          |
| Monday<br>April 26<br>5:00 P.M.<br>Cocktails     | "GREAT AMERICAN" KNITS<br>FOR FALL 1965<br>Showing of Fall knit fashions in Du Pont fibers. By invitation. Contact: <u>Trade--Joy Diamond, 971-4326; Press--June Haims, 971-4658.</u>                                                                                                                              | DU PONT COMPANY<br>TEXTILE FIBERS            | HOTEL ASTOR<br>BALLROOM                  |
| Wednesday<br>April 28<br>4:00 P.M.<br>Apertif    | ANNUAL FASHION SHOW:<br>DESIGNS BY STUDENTS<br>Designs by students at their sixty-fifth annual fashion show. <u>Show at 4:30 P.M.</u> By invitation. Contact: Mrs. Harris, MA. 2-2200, Ext. 384.                                                                                                                   | PRATT INSTITUTE<br>(BROOKLYN)                | HOTEL ROOSEVELT<br>TERRACE ROOM          |
| Friday<br>April 30<br>9:30 A.M.<br>Breakfast     | PRESS PREVIEW OF<br>RIVERA SPORTSWEAR<br>Preview for the press of Italian and French imported sportswear. By invitation. ( <u>For Release, Mon., May 3.</u> ) Publicity: Louise Langdon, PL. 2-1212.                                                                                                               | BLOOMINGDALE'S                               | 3RD FLOOR                                |

# OPERA...MOVIES...THEATRE

- Saturday  
March 6 PREMIERE: "DEAR HEART" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET  
Starring Glenn Ford, Geraldine Page, Angela Lansbury, featuring Michael Anderson, Jr., Barbara Nichols, Patricia Barry, Charles Drake, in a new movie, presented by Warner Brothers. Producer: Martin Manulis. Director: Delbert Mann. Costumes: Don Feld. Publicity: Leo Wilder, CI. 6-1000. Music Hall Publicity: Edward Serlin, CI. 6-4600.
- Monday  
March 8 TWENTY-SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon., March 8: Mozart's "Cosi fan tutte." Tues., March 9: Wagner's "Die Walkure." Wed., March 10: Berg's "Wozzeck." Thurs., March 11: Verdi's "Ernani." Fri., March 12: Wagner's "Der Fliegende Hollaender." Sat. Mat., March 13: Strauss' "Salome." Sat. Eve., March 13: Barber's "Vanessa." Publicity: Francis Robinson, PE. 6-1200.
- Tuesday  
March 9 OPENING: "CATCH ME IF YOU CAN" MOROSCO THEATRE, 217 WEST 45TH STREET  
Starring Dan Dailey, Tom Bosley, with George Mathews, Eli Mintz, Jo Tract, Patric McVey, in a new comedy murder mystery by the French playwright Robert Thomas, adapted by Jack Weinstock and Willie Gilbert, presented by Lee Guber, Frank Ford, and Shelly Gross. Director: Vincent J. Donehue. Costumes: Peter Joseph. Publicity: Saul Richman, PL. 2-0040.
- Wednesday  
March 10 OPENING: "THE ODD COUPLE" PLYMOUTH THEATRE, 236 WEST 45TH ST.  
Saint Subber will present the new Neil Simon comedy about two unmarried sisters who share an apartment above two recently divorced men; co-starring Art Carney and Walter Matthau with Nathaniel Frey, Paul Dooley, Carole Shelley, John Fiedler. Director: Mike Nichols. Costumes: Ann Roth. Lighting: Jean Rosenthal. Publicity: Harvey Sabinson, TN. 7-8500.
- Wednesday  
March 17 PREMIERE: "THE TRAIN" (Movie) ASTOR & PLAZA THEATRES  
United Artists will present a new movie co-starring Burt Lancaster, Paul Scofield with Jeanne Moreau, Michel Simon, Richard Munch, Wolfgang Preiss, Suzanne Flon, in a new movie about an inspector of trains who is a member of the French Resistance, and his efforts to save the Louvre's art masterpieces from the Germans. Producer: Jules Bricken. Director: John Frankenheimer. Publicity: Tess Michaels, CI. 5-6000.
- Thursday  
March 18 OPENING: "DO I HEAR A WALTZ?" 46TH STREET THEATRE, 226 WEST 46TH ST.  
Richard Rodgers will present a new musical based on the play, "The Time Of The Cuckoo" by Arthur Laurents. Starring Elizabeth Allen, Sergio Franchi, Carol Bruce, with Madeleine Sherwood, Julianne Marie, Stuart Damon, Fleury D'Antonakis, Mack Manning, Christopher Votos, James Dybas. Director: John Dexter. Costumes: Beni Montresor. Publicity: Frank Goodman and Ben Kornzweig, CI. 6-4180.
- Thursday  
April 8 OPENING: "THE ROAR OF GREASEPAINT" BROADHURST THEATRE, 235 W. 44TH STREET  
Starring Anthony Newley, Cyril Ritchard, featuring 12-year old Lori Cesar and Joyce Jillson, with Gilbert Price, Rawley Bates, Cindi Howard, Lori Browne, Kay Cole, Murray Tannanbaum, in a new musical by Anthony Newley and Leslie Bricusse, presented by David Merrick. Director: Anthony Newley. Costumes: Freddy Wittop. Publicity: David Powers, TN. 7-8500.
- Wednesday  
April 14 OPENING: "A SIGN OF AFFECTION" THEATRE TO BE ANNOUNCED  
Gayle Stine will present the new Carolyn Green romantic comedy, starring John Payne with Lesley Ann Warren and Nan Martin. Director: Ron Winston. Costumes: Patricia Zipprodt. Publicity: Merle Debuskey & Seymour Krawitz, CI. 7-7507.

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SEPTEMBER

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DECEMBER

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